



PCC Leadership Awards Program

(This document is not to be altered.)

Award Nomination Qualifying Period

(May 1, 2015 – May 31, 2016)

Nomination Submission Deadline

(June 1, 2016)

October 2015

1. PCC LEADERSHIP AWARDS PROGRAM – OVERVIEW, DESCRIPTIONS & REQUIRED ELEMENTS

Please note that all practices and activities must be consistent with *Publication 286 (March 2007)*.

Great leadership deserves a reward. The Postal Customer Council (PCC) Leadership Awards Program recognizes outstanding performance in the categories listed below. The winners will be announced prior to National PCC week.

2016 PCC Leadership Awards Program Categories

Gold, Silver and Bronze will be awarded in each of the following categories. The prior year Gold winner in each award category **IS NOT** eligible for Gold in the current year. However, the prior year Gold winner in each award category is eligible for Silver or Bronze in the current year. Each submission by a previous award winner must reflect significant improvements, additions and advances from the previous year's submission.

- **PCC Industry Member of the Year** (limited to one nomination per PCC)
- **PCC Postal Service Member of the Year** (limited to one nomination per PCC)
- **PCC Innovation of the Year** (limited to one nomination per PCC)
- **Communication Program Excellence Award** (limited to one nomination per PCC)
- **Education Program Excellence Award** (limited to one nomination per PCC)
- **NEW - Membership Program Excellence Award** (limited to one nomination per PCC)

The following categories will have ONE winner. (The prior year winner in each category is not eligible for the award in the current year).

- **PCC of the Year – Large Market** (must also qualify for Premier Program Gold level status) (greater than 500,000 in population)
- **PCC of the Year – Small Market** (must also qualify for Premier Program Gold level status) (less than 500,000 in population)

All PCCs are eligible and encouraged to self-nominate in one or more PCC Leadership Awards categories.

The following category has been revised.

- **District Manager of the Year**

Nominations for District Manager of the Year will be submitted by the Area Vice President (AVP) recognizing a District Manager who goes above and beyond to support their local PCC(s). From the nominations a gold, silver, and bronze winner will be chosen and the winners will be recognized at a national level.

LEADERSHIP AWARD CATEGORIES:

These categories recognize those who, over the course of the recognition period, have conducted numerous educational and networking events and have documented quantifiable achievements resulting in members support and satisfaction. These categories are the highest honors in which a PCC, PCC member, or company can be recognized.

Listed below are the key elements that will be used in evaluating submissions. When submitting award nominations, it is important to make sure these elements are addressed and documented providing quantifiable results using the “OAR” format – Objective, Actions, and Results.

- Programs conducted to educate business mailers on postal products, services, procedures, and policies to help them grow their business
- Effective communication with membership using various channels
- Creativity, originality and membership involvement
- Positive impact on membership growth
- Outreach to all business mailers in the PCC’s geographical area

Nominees in the PCC Leadership Awards categories should be able to document numerous achievements in the key elements above.

Submissions must not duplicate prior year’s submissions. Each submission must be original and unique to the current year. Any duplication will result in a disqualification.

IMPORTANT:

- PCC Innovation of the Year is an award given to a PCC with **at least one unique** and effective best practice that has been published and can be implemented nationwide.
- For the PCC Postal Service Member of the Year Award, PCCs should consider nominating Customer Relations Coordinators, PCC Coordinators (Administrators), Postmasters, District Managers, Plant Managers, Area Vice Presidents, or any Postal Service member that goes above and beyond to support their PCC.

COMMUNICATION AND EDUCATION PROGRAM EXCELLENCE AWARDS:

These award categories have specific items that should be addressed as part of each submission. The following information is provided to assist in this effort:

COMMUNICATION PROGRAM EXCELLENCE AWARD

In order to have a successful PCC, effective communication must be a central pillar of your local PCC operations. The most effective PCC groups utilize many avenues to ensure an excellent communication program. Your submission should highlight how your PCC communicated with its membership over the course of the year. Some items to consider are:

- **Communication Methods** – How do you utilize your database to communicate with your PCC members beyond your monthly meetings? Do you use email, newsletters, websites, brochures, etc.? Please provide only one narrative example for each method used.
- **Planned Communication** – List the various methods utilized by your PCC to communicate the annual plans that have been developed. How effective were the individual components of your plan and what elements worked well together?
- **Targeted Promotions** – Describe what promotions were used to increase small and medium-size business membership growth. Do you have multi-phase programs targeting different groups? If so, please explain.
- **Response Rates** – What unique methods have you employed to increase the response rate of your members when seeking their participation in a particular meeting or special event? Include unique direct mail approaches and other forms of communication that have been highly successful in increasing the involvement of your members on a regular basis. Provide example(s) for each method of communication used.
- **Benefits** – What has been your PCCs most effective way of communicating the benefits and value of being or becoming a member of your local PCC?
- **Member Feedback** – What process has your PCC established to ensure your members have effective ways to communicate their concerns, issues, and priorities? Please explain.

EDUCATION PROGRAM EXCELLENCE AWARD

Since PCCs first were established, education has been a cornerstone of the benefits offered to members. Describe how your PCC has been able to utilize educational material to better serve your PCC and highlight those efforts.

The tools described below help provide effective and meaningful educational content to their membership but keep in mind these are only examples and we welcome your new methods that have been developed and are successful. Your submission should highlight how the tools below and your new ideas were used as part of the educational activities of your PCC.

- **Execution of Educational Programs (Webinars, Webcasts, Audio Casts, and Workshops)** – List the names of each program conducted and the date(s) the program was offered. How were you able to integrate this program with typical PCC meetings and events?
- **Identify unique education and/or training events your PCC members participated in either on a national or local level** – Some examples would be taking advantage of the National Postal Forum Education tract, attending informative presentations, participation in National PCC Week events, and tours and visits to USPS facilities.
- **Promotion and integration of USPS Mailer Certification Programs** - Indicate if the Executive Mail Center Manager (EMCM) program or Annual Training Program (ATP), Mail Design Professional (MDP) or Periodicals Professional was integrated into your PCC's overall education program and when the program was conducted. Explain what value attendees realized.
- **Integration of Certificate Program** – Indicate if the professional certificate program was integrated into your PCC's overall education program and list the certificates that were offered.
- **Educational Methods and Materials Developed** – Explain each unique education method that has been implemented and the types of materials that were developed.

MEMBERSHIP PROGRAM EXCELLENCE AWARD

In order to have a successful PCC, we must have members! The most effective PCC groups utilize many avenues to ensure an excellent showing for their programs and networking opportunities, as well as an engaged and active Executive Board. Your submission should highlight how your PCC has grown or retained membership (PCC and/or Executive Board) over the course of the year. Some items to consider are:

- **Educational Programs** – What have you done that brings in new members, as well as retaining current members? What have you done for Board Members to keep them engaged?
- **Communication Methods** – How do you utilize your database to communicate with your PCC members beyond national communications? Please provide only one narrative example for each method used. How do you utilize various communications to keep your Board involved and informed?
- **Measurements of Success** – How do YOU measure successful membership recruitment? How do you measure successful board engagement?

- **Benefits** – What has been the outcome/benefits of having more members and/or creating a stronger board? What do your current members think about the PCC as a result of your actions?

NOTE: We are looking for ideas we can REPLICATE nationally, so please be specific on what you did, how you did it, and why you think it will work for others.

2. PCC LEADERSHIP AWARDS SUBMISSION PROCESS

All Leadership Awards nominations are to be submitted using the [2016 PCC Leadership Award Nomination Submission Form](http://ca.blueshare.usps.gov/sites/igo/PCC/default.aspx) located on the internal USPS PCC Blue Share site at <http://ca.blueshare.usps.gov/sites/igo/PCC/default.aspx>.

SUBMISSION PROCESS:

1. **Complete** the [2016 PCC Leadership Award Nomination Submission Form](#) for **each award category** your PCC is self-nominating. Due to the large number of nominations submitted and the time devoted to evaluating nominations, you **must** utilize the “OAR” format – Objective, Actions, and Results – for each nomination:
 - Objective – Describe an objective by your PCC that required a resolution or tasks to be completed.
 - Actions – What actions did your PCC take to resolve the situation or complete the tasks? What initiatives and innovative approaches were demonstrated?
 - Results – What were the results? Did your PCC accomplish the desired outcome? How was your PCC responsible for the final result? Be specific and provide quantifiable results.
2. Next, **you also need to complete** a [2016 PCC Leadership Award Certification Form](#) on the PCC Blue Share site **for each award nomination**. For example, if your PCC is submitting a nomination for PCC Industry Member of the Year and PCC Postal Service Member of the Year, you will need to submit two certification forms – one for each award.
3. There is a **single-sided limit of two (2) pages** not to exceed a total word count of 1000 words. If the 2-page limitation is exceeded, you will be disqualified. There will be no exceptions to this requirement.

4. Please do not include supporting documentation (fliers, certificates, pictures, etc.) If supporting documentation is needed the Program Office will request that it be provided.

ALL award nomination forms **must be submitted electronically** to the **PCC Blue Share site**. Submitted materials will not be returned.

3. PCC LEADERSHIP AWARDS PROGRAM –EVALUATION

Recognizing PCC groups and individuals for their accomplishments is an important ingredient for the continued success of the PCC Network: *“Success breeds Success.”*

A committee of postal and industry members will review all nominations submitted and rank each entry based on the individual award criteria. Using a point evaluation method, on a scale of one to ten (ten being the highest) points will be tabulated and averaged for each entry. A higher level review will be conducted by the Postal Customer Council Advisory Committee (PCCAC) to designate the winners of the national award. In the event of a tie, the Vice President of Consumer and Industry Affairs will make the final determination.

IMPORTANT: Disqualification or deduction of points may result in non-compliance of rules and requirements stated in Section 2 – PCC Leadership Award Submission Process.

4. PCC LEADERSHIP AWARDS PROGRAM – CALENDAR

- **May 1, 2015 – May 31, 2016: Qualifying Recognition Period**
- **June 1, 2016: Nomination Submission Deadline** (Submissions **MUST** be submitted electronically to the PCC Blue Share Site by June 1, 2016 to be eligible for evaluation.)
- Award winners will be announced at Headquarters during an award celebration prior to National PCC Week 2016 (September 19-23).

Note: A copy of this guide, the *2016 PCC Leadership Award Nomination Submission Form* and *2016 PCC Leadership Award Certification Form* can be found on the PCC Blue Share site: <http://ca.blueshare.usps.gov/sites/igo/PCC/default.aspx>